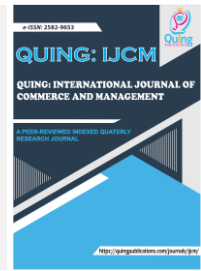




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The Marketing Stimulus and Motives Adopted by the Online Retailers and its Impact on the Customer Purchase Decision - A Conceptual Study



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ARTICLE INFO	ABSTRACT
<p>Received: 05-01-2023</p> <p>Received in revised form: 11-02-2023</p> <p>Accepted: 14-02-2023</p> <p>Available online: 30-03-2023</p>	<p>Consumers are more confident than ever because to advancements in technology. Online shopping, made possible by advancements in technology, has attained unprecedented levels of popularity among young people today. As a consequence, emerging markets like India have developed a sizable consumer base that shops online, an encouraging indicator for the country's commercial future. Consumers' decision-making processes often undergo radical shifts as a result of technology developments. So, the incentives and stimuli provided by online marketing have become fundamental to the contemporary world. Virtual assistants, augmented reality, live video shopping, eWallet technology, e-commerce subscription services, customization, Progressive Web Apps (PWAs), steep discounts, simpler purchasing formats, EMI options, product reviews, clear descriptions of products, festival and seasonal offers, buy one get one free, free sample products, refund offers, premium offers, coupons, midnight sails, cognitive supply chain, gamification, and chatbots are the stimuli and motives of online shopping that increase the impulse buying behaviour of the customers. In this study, the different marketing motives and stimuli adopted by online retailers and their impact on the consumer purchase decision are going to be studied.</p>

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1.0 INTRODUCTION

The world has greatly benefited from the fast development of information technology, especially now that the service price is quite affordable for the lower classes and supports more affordable smartphone prices, making the Internet a vital tool for exchanging information and other

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things. Applying computers, mobile phones, smartphones, or other digital devices to advertise goods and services through digital distribution channels is known as digital marketing. Digital marketing is marketing carried out online using digital media. Digital marketing, which includes branding, is marketing activities that use various web-based media, such as “blogs, websites, e-mail, ad terms, or social networking”.

Rook (1987) was the first researcher to define impulsive buying from the standpoint of the consumer experience followed by Piron (1991), who described impulse buying as a hedonistic complicated experience. Marketing practices have evolved as a result of the internet retail sector's current fast expansion. For the majority of online business organisations to attract clients, internet marketing has become essential and a must. This is because people may purchase online anytime and wherever they choose. As a result, this leads to online impulsive buying, which encourages customers to make larger and more frequent purchases.

1.1 Marketing Stimulus and Motives

The key component of tailored online buying and a significant influence on purchasing behaviour is shopping incentives. Several things may influence a customer's behaviour, and their actions might vary widely depending on the interplay of these elements (Ganesh *et al.*, 2010). Finding the greatest deal, looking for product discounts, the convenience of online buying, stimulation from website engagement, obtaining personalised services, the quality of the services obtained, perceived value, and information accessibility are a few examples of these motives (To, Liao, and Lin, 2007; Ganesh *et al.*, 2010; Close and Kukar-Kinney, 2010). Customers exhibit various behaviours depending on their goals, and they may be divided into many groups (Rohm and Swaminathan, 2004; Lim and Cham, 2015). Customers only prioritise some sorts of incentives above others, highlighting the intricate links between these motivations and those for online buying. Due mainly to this diversity, various distinct motivational combinations are produced, each of which can explain a variety of purchasing behaviours. Even if certain factors may be more significant than others when viewed individually, analysing the more complicated mix of variables may enable us to better comprehend online shopping behaviour.

An impulsive decision to buy something or use a service is known as an impulse buy or impulse buying. It aims to either buy a specific item category or finish a specific shopping task. It is an unrestricted, quick purchase that does not entail pre-purchasing.

1.2 Impulsive Purchase Decision

External and internal factors suddenly stimulate a consumer's interest in a product, causing them to make an impulsive purchase. Unplanned purchases are called impulse buys. Impulse purchasing refers to making purchases without planning. A purchase made on the spontaneity of the situation is called an impulse buy. An unplanned purchase made out of an unexpected want to deliver joy to others is known as an impulse buy. According to the definitions, an impulsive purchase is done because of an internal or external stimulus to make oneself feel good.

1.3 Online Impulse Buying Stimulus

Impulse Online Shopping Stimulus Virtual settings, virtual design, and virtual theatrics may have an impact on impulsive purchases made online. The website's security and usability, as well as the manner it encourages human relationships through inventive design and cutting-edge user

interface, are two aspects that might encourage online impulsive purchases. Virtual experience has a significant impact on impulsive purchasing. A virtual experience may be made using interactive features and a lively website. Online impulsive purchases are considerably increased by design and navigation. The range of selections and price characteristics are crucial factors in e-impulse buying.

1.4 Impulse Buying Organism

Impulsive shopping and emotion go hand in hand. Money accessibility was positively connected with the capacity to make impulsive purchases. Emotion and enthusiasm frequently enhance the likelihood of an impulse buy. However, having self-esteem is a condition for being able to identify and take pride in oneself. Self-esteem is important since it affects a person's behaviour and has an impact on their impulsive wants and buying decisions. In contrast to the present impulsive purchasing tendency for a product like fashion, self-esteem or self-respect have a favourable association with new products but a negative correlation with it.

Impulse purchases may be influenced by familiarity with the product and its advantages. Internal factors have a greater influence on online impulsive purchases than external ones. The internal element includes the emotional and cognitive states. Affective tends to utilise feelings while making decisions, whereas cognitive uses reasoning and analysis. Emotional mood and impulsive buying are closely connected. Personality type may have an impact on impulsive purchases since extroverts tend to buy more things on impulse than other personality types. The culture of a place has an impact on impulsive buying.

Hedonic web browsing influences impulsive online purchases. When something is offered for free, more people could decide to make impulsive purchases since it is simpler for them to rationalise the purchase.

1.5 Objectives

- To study the online retailers' marketing stimuli and motives that influence the impulsive purchase decision of the customers.
- To determine the significance of technological factors and customer perception of impulsive purchasing in e-commerce

2.0 METHODOLOGY

A systematic review approach has been taken on to understand the previous research related to marketing stimulus and motives adopted by online retailers and consumer impulse buying behaviour. The reviewed articles fall within the scope of the study, keywords such as 'E-commerce', 'Impulsive Buying', 'Consumer Decision Process', 'Online Marketing Strategy' etc were used for data search. A total of about thirty papers relating to the theme that has been published in various academic journals between 2010 and 2022 were reviewed to arrive at significant research findings. The selected articles covered both conceptual and empirical studies.

3.0 ANALYSIS AND DISCUSSION

3.1 Marketing Stimulus and Motives

Rahmat and Maolana (2017) has suggested the elements most significantly impact consumer behaviour when it comes to utilising digital marketing and how current consumer behaviours and internal stimuli affect consumer behaviour when it comes to using digital marketing. Confirmatory

Factor Analysis is the technique utilised, which seeks to identify the stimuli that are the most internal elements influencing behaviour. It demonstrates that their bond is strong enough in light of the internal impulses (Motivation, Learning, Perception, Attitude, and Personality).

Jonsson and Menendez (2010) researched to establish a framework for the emotional element of the online consumer decision-making process to understand how the environment offered by the online shop website affects the online customer's passionate reaction. The issue that this study seeks to address is the dearth of prior research that has examined environmental cues separately from other factors influencing consumers' affective responses. The study also demonstrates that the website's interaction, product details, and design all have an impact on the degree of pleasure as a feeling of enjoyment.

Ric and Benazić (2022) observed the factors that affect how consumers connect with content through "liking, commenting, and sharing". Characterising users' interests on the social network Instagram is one of the paper's secondary objectives. The study examines the impact of interaction on Instagram usage motivations, particularly brand awareness and purchase intent. Interactivity only affects answers when it is mediated by the person using the programme, whether they are doing it for sensual or economical purposes.

Wahab *et al.*, (2018) conducted a study to examine the relationship between product browsing, which serves as a mediator between online shopping motivation and impulsive buying, and the direct and indirect effects of online shopping motivation and impulsive buying.

3.2 Online Impulse Buying Behaviour

Octavia (2016) has highlighted an experimental strategy to lead potential and insights into the elements that trigger an impulsive purchase. This research uses SOR models to develop a framework for impulsive in-store and online purchases. This essay suggests a paradigm for encouraging impulsive purchases both offline and online. The first step is to create the stimulus. There are five types of stimuli: "availability, environment (location), promotion, payment, and product". The second level is Organism, where there are two attitudes: the first, is cognitive, which includes money, time limitations, and product knowledge, and the second, is emotional, which includes mood, hedonism, self-esteem, and giving.

Hasim *et al.*, (2018) examined how sales advertising affects Malaysians' online spontaneous purchases. The goal of the study, which used the survey research method to collect data, was to understand online impulsive purchase behaviour better. The findings indicate that sales promotions have an impact on Malaysian internet shoppers' spontaneous purchases. The findings demonstrated that sales promotions had a favourable influence on online impulsive buying. These results could help internet businesses concentrate more on creating better and more inventive sales promotion activities.

Chen *et al.*, (2022) have examined impulsive purchase behaviour in live-streaming e-commerce. The study, which is based on the stimulus-organism-response (SOR) theory, introduces the "People-Product-Place" marketing strategy for live streaming e-commerce from the viewpoint of consumer perception. It also looks at the mediating role that involvement plays in impulsive purchase behaviour in e-commerce live-streaming shopping scenes. The findings demonstrate the significance of the "People-Product-Place" marketing approach, the beneficial effects of perceived e-commerce anchor qualities, perceived scarcity, and immersion, and the ability of good marketing to prompt impulsive purchases. Immersion, perceived scarcity, and perceived e-commerce anchor traits all have a good impact on participation, which in turn has a favourable impact on impulsive purchases.

Kathiravan, Mahalakshmi and Palanisamy (2019) have highlighted an effort to understand the key factors influencing internet purchasing behaviour. The various aspects of impulsive buying in the context of online businesses are included in light of the thorough writing audit. It has been found that the positive financial effects of customer age, sexual orientation, pay, and customer perception of their unrestrained online shopping behaviour leads to their impulsive shopping. Shopping is an experience for them; customers buy things online with various offers and restrictions. If customers happen to notice a limited time offer, they will often make an impulse buy.

Aragoncillo and Orus (2018) Conducted a study to explore the fashion industry's impulsive purchase phenomena. It is contrasted across online and physical channels to see which is thought to encourage greater impulsive purchasing. The sampling strategy, sample size, and measurement of some variables have limitations, and only one product type is examined. Further study is required to explain conflicting findings about the roles of online privacy and convenience and confirm that shipping-refund fees and delayed gratification, which are typically deterrents to online shopping, stimulate it. This study helps to validate a scale that assesses how much social media influences impulsive purchasing.

In every part of the global market, online shopping is changing. Technology has transformed how we buy, whether online or in-person, and online shopping is dominating the worldwide market for everything from trendy items to gadgets. Virtual assistants augmented reality, live video shopping, eWallet technology, e-commerce subscription services, and Progressive Web Apps (PWAs) are the technological support to the customers, and these supports help and influence them to online shopping. New marketing strategies are introduced by online retailers for increasing online sales. Through Progressive Web Apps (PWAs) online retailers are providing products to the customer based on product segmentation and product category. The product segments are age, gender, ethnicity, modern, expensive, and affordable and the categories are footwear, sports, beauty, luxury, jewellery, and home accessories. The website also provides the studio with a demo of the product, detailed information about the product through Virtual assistants and augmented reality, chatbots, and customer feedback in both quantitative and qualitative forms.

The promotional and pricing strategy is easier for online retailers to communicate and for the impulse buying of consumers. Festival offers, midnight sails, buy one get one free, coupons, free samples for trials, refund offers, premium offers like gifts, give way, celebrity and the influencer's social media advertisement, customer segment pricing, time pricing during festivals and psychological pricing are promotional and pricing strategy, virtual design, and virtual theatrics have an impact on impulsive purchases made online. Online impulsive purchases may be encouraged by the website's security and usability as well as the way it promotes human interactions through innovative design and cutting-edge user interface. Impulsive buying is significantly influenced by virtual experience. Interactive elements and a vibrant website may be used to create a virtual experience. Design and navigation greatly enhance impulsive online purchases. Important determinants of e-impulse purchasing include the variety of options and pricing features.

4.0 CONCLUSION

This study intends to examine the online retailers' marketing stimuli and motives that influence the impulsive purchase decision of customers and the significance of technological factors and customer perception of impulsive purchasing in e-commerce. Many of the internet services available today are created deliberately to promote impulsive purchases. A variety of technologies is used for promotion, including social media marketing, display and paid search advertising, and mobile advertising. Utilising these technologies attempts to include customers in the communication

and advertising process to spread brand messaging. Social networks can be an important factor in influencing impulsive purchasing. Seasonal and festival sales, discount pricing and allowances, and buy one get one free are the most influencing factors that lead to the impulsive purchase decision of customers. Five factors influence online impulsive purchases: promotion, atmosphere, payment, product, and availability. The fact that the validity and reliability of this study have not yet been examined is a limitation. Therefore, an additional study utilising the model validity is advised so that this framework can be more helpful for future research.

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